

T in The Park



Drinks Company:

C&C Group

Rights Holder Partner:

DF Concerts & Events Ltd

Brand:

Tennent's Lager

Type of Event:

Music Festival

Main Activity:

Festival Founding Partner since 1994. Drinkaware referencing features on all event comms incl digital platforms & live links. Donation of contractual ad space including OBC of event programme, side of stage giant screens and perimeter advertising sites. Online Pre-Order service (Be Chilled) with daily cap & small pack options for consumption consideration. T Break diversionary and community new music programme with incorporated responsible drinking messaging.



Overview:

Tennent's lager is founding partner in the T in the Park music festival in Scotland since its inception in 1994. Responsible drinking messaging links and advice permeates Tennent's and event communications around T in the Park ensuring information is only click away for millions of Scottish music fans. T in the Park enhances Scottish culture and contributes c£60m to Scotland's economy (including media impact). Tennent's celebrates the range/diversity of Scotland's unsigned music talent via the T Break programme that has been part of T in the Park since 1996.



Objectives:

- To play a part in promoting responsible drinking in Scotland through the vehicle of this extremely high profile, targeted event and event campaign
- To meet and exceed existing regulations regarding responsible alcohol sponsorship and continue to be recognized as a best-practice partnership operation
- Invest and promote opportunities for 18-25 yo unsigned music talent via the TBreak programme

Brief Description:

Tennent's close partnership with organisers and rights owner DF Concerts ensures that responsible drinking messaging pervades every consumer facing festival touch point and communication platform from T in the Park advertising, media, promotions and digital communications to event bar operations and official event platforms to



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specific Tennent's activity such as the Be Chilled online pre-order service and campaign and the T Break new music initiative in Scotland.

Reach & Exposure:

85,000 event attendees exposed to responsible drinking messaging at multiple points in their annual festival journey from event tickets to advertising and programmes. 221,000 festival facebook audience. 56,527 combined Tennent's Lager and T Break facebook audience and 13,000 registered Tennent's Lager website database members / users. Drinkaware also on Event digital comms – incl official website 3million visits, and 140th eflyers.

Highlights:

Bar Ops Strategies & Practices

- Rigorous, compulsory bar staff training & Challenge 25 retail standard employed across all (challenge 21 introduced in 2006 ahead of legislation)
- Tennent's funded bar staff Challenge 25 lanyards (laminated crib cards)
- Token purchase system permitting 'double check' age & ID process
 - o to reinforce Challenge 25 retail standards
 - o and encourage advance consideration surrounding consumption
- Soft drinks via separate structures – U18s have no reason to approach an alcohol pouring bar
- Alcohol unit info printed on all event cups to encourage consideration of consumption
- free drinking water courtesy of partner DFC at numerous points throughout the festival site

Be Chilled Pre-Order Online Service:

- allows campers to pre order their lager/cider in advance of the event – promotes convenience, quality ahead of quantity.
- encourages consideration of overall alcohol consumption in advance of festival
- and subsequently moderates orders

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- Proactively caps daily order allowance to no more than 1 x 24 pack per day
- Smaller pack 4 can and 12 can variants – with 4 pack being most popular order across weekend
- Promotes quality of the alcohol being consumed over the quantity via pre chill service
- Encourages consideration of public transport over car use via lighter load (environment impact)

Since launching in 2008 consumers have consistently and considerably preferred the small pack options – purchasing the greatest volume via 4 packs above 12 and 24 packs. In addition, customers have not resisted or challenged the strict daily order cap allowance and, when surveyed, always prioritise the quality liquid and value of the experience over the volume of consumption.

Responsible Messaging Across All Comms:

- Drinkaware website on ALL marketing and comms
- hydrate messaging through official event comms and platforms
- Tennent's donation of valuable contractual ad space such as OBC of event programme to Drinkaware for responsible drinking awareness advert

Community Investment:

- Tennent's T Break initiative (new music engagement programme across Scotland nurturing and showcasing unsigned talent via T in the Park)
- C17,000 acts over 18 years have participated in T Break
- 6 act / annum play T Break stage and have included Travis, Biffy Clyro, Snow Patrol and Paulo Nutini
- Recognised as most credible new music platform in Scotland
- Also drives responsible drinking messaging through campaign comms pre, at and post event via a 7 month annual integrated media and marketing campaign comprising advertising, promotions and in-bar activity